

Retail Demo A.

Location:01

Address:

Day:Sunday

Time:02:05 PM

86.67% (13 of 15)

I. Facility: (Retail Demo A)

100.00% (4 of 4)

1. Number of customers (including yourself): 14
2. Number of employees: 4
3. Was the store neat and clean? Yes No 1/1
4. Was the store well stocked with merchandise? Yes No 1/1
5. Was all signage clear and easy to understand? Yes No 1/1
6. Were fitting rooms clean? Yes No 1/1

Comments:

Although the store was busy, it looked neat and clean. Stock was plentiful and signs were easy to see.

II. First Impression & Approach: (Retail Demo A)

66.67% (2 of 3)

7. Were all employees neatly attired? Yes No 1/1
8. Did an employee acknowledge you (e.g., eye contact, nod, smile, etc.) when you entered the store? Yes No 0/1
9. Did an employee offer help within three minutes? Yes No 1/1

Comments:

Employees looked neat and professional. Though no one acknowledged me when I entered the store, an employee approached soon after I started looking through a rack. She said hello and asked if I was looking for anything in particular that day.

III. Assistance: (Retail Demo A)

87.50% (7 of 8)

10. Employee's name: unknown
If unable to get employee's name, provide description:
Gender: Female
Age Range: 50's
Height: 5'5"
Build: medium
Hair Color: gray
Hair Length: pulled up in clip
11. Did the employee... Yes No 0/1
11. Wear a legible name tag? Yes No 0/1
12. Seem friendly? Yes No 1/1
13. Ask questions to explore your needs? Yes No 1/1
14. Describe features and benefits of the merchandise? Yes No 1/1
15. Answer your questions knowledgeably? Yes No 1/1
16. Suggest any add-ons? Yes No 1/1
17. Attempt to close the sale? Yes No 1/1
18. Offer a friendly closing remark? Yes No 1/1

Comments:

This employee was wearing a name tag, but it was not legible. The lettering was so tiny and light, that I could not read it even though I tried several times. When I told the employee I wasn't sure what to get my mother for her birthday, she asked questions to learn more about my mother. When I said my mother was going on a cruise soon, the employee showed me several outfits she thought would travel well. She asked if I would like gift wrapping. At the close, she said it was nice meeting me and she hoped I'd return to the store soon. It was a pleasure working with her.